

"THE BIRTHPLACE OF THE STATE OF NEW YORK" OFFICE OF THE MAYOR

THOMAS M. ROACH MAYOR

t: 914.422.1411 f: 914.422.1395

For Immediate Release:

Contact: Karen Pasquale, Office of the Mayor

Tel: (914) 422-1411

kpasquale@whiteplainsny.gov

WHITE PLAINS LAUNCHES GO GREEN WEB PAGE

Page Details City's Green Initiatives

White Plains, NY – January 9, 2017. White Plains Mayor Tom Roach today launched a new web page which details the City's environmental and sustainability initiatives. The page, called *GO GREEN White Plains*, can be accessed from the City's website, www.cityofwhiteplains.com under the "Our Community" tab, or through this link: GO GREEN White Plains.

"On a personal and professional level, protecting the environment has always been a focus for me," said Mayor Roach. "First as a Council Member and now as Mayor I have worked to implement legislation and develop initiatives that will have a positive impact on our environment as well as to find sustainable solutions to the City's needs."

The GO GREEN White Plains web page highlights the many green initiatives undertaken and accomplished under Mayor Roach, including the initiation of textile recycling, installation of electric vehicle charging stations, adoption of the NYS unified solar permit, phasing out the use of #4 and #6 heating oils, utilizing goats at Baldwin Farm, and energy efficient upgrades in city building and facilities. The page is designed to be visually appealing with text that highlights the initiatives and then provides links to additional information. The City will continue to update the page.

The phrase *GO GREEN* has been associated with the process of becoming more environmentally aware and with the decision to change one's behavior and lifestyle to reduce the amount of pollution and waste generated. It's important to note that the decision to go green is a gradual process for most people and governments. In White Plains we are committed to moving toward a greener, more sustainable future because we know that any action we take that contributes to sustainable living makes a positive impact on our environment, our residents, our businesses, and our community.

(More)



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If the *GO GREEN White Plains* graphic at the top of the web page looks familiar, that's because it is. This graphic is a creative re-imagining of the one used throughout 2016, to celebrate the 100th anniversary of White Plains becoming a city. I guess you could say that we've "recycled" the graphic and given it a "green" flare. It's a melding of urban and green concepts and we think it's a great representation for a 21st century city.



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